

DISCOVER THE DELTA FOUNDATION

P.O. Box 609
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discoverthedelta.org

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8/2/2007

Mission Statement

The Discover the Delta Foundation's mission is to increase awareness of the agricultural, cultural, historical, environmental, and recreational value of the California Delta so that this very important resource can be better understood, protected, enhanced, and enjoyed.



DISCOVER THE DELTA FOUNDATION

- Who We Are:

The Discover the Delta Foundation was established by a group of individuals that live, work, and play in the Delta. They all share a common belief that, now more than ever, the Delta needs an identity and it needs a “voice” with better communication and educational efforts.



DISCOVER THE DELTA FOUNDATION

Board of Directors

- **Ken Scheidegger-President**
Owner Riverboat Marina, Sacramento County Resident
- **Bill Cox-Vice President**
Owner Delta Daze Inn, Sacramento County Resident
- **Karl Benjamin-Secretary/Treasure**
General Manager Riverboat Marina, Yolo County Resident
- **Linda Fiack-Director**
Executive Director Delta Protection Commission
- **Joe Cecchini- Director**
Owner Westmar Insurance, San Joaquin County Resident
- **Vickie Baumann-Director**
Owner of The Point Waterfront Restaurant, Solano County Resident
- **Trisha Molnar-Director**
Owner Sunset Bar and Grill, San Joaquin County Resident
- **Witt Widmer-Director**
Owner of Lighthouse Resort and Marina, Sac. County Resident



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- **Key Objectives for 2007**

- **Road Signage:** Installation of “Welcome to the Delta” road signs at all major county and state roadways into the Delta region.
- **Information Center:** Construction and operation of a “Discover the Delta” information and education center. Displays, exhibits, models, literature, and maps will be made available for the purpose of providing education and information on farming and agriculture, culture and history, the environment and habitat, and recreation in the Delta.



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- **Milestones Achieved to Date**

- **Non-Profit Status**

- Established as a California Corporation on March 7, 2006.
 - Received federal tax-exempt status (501(c)3) July 6, 2006.
 - Received State Tax-Exempt Status July 24, 2006.
 - Held First Board of Directors Meeting August 1, 2006.

- **Established Office and P.O. Box**

- Physical Address: 117 W. Brannan Island Rd., Isleton Ca 965641
 - P.O. Box 609, Isleton CA 95641

- **Established Website:** www.discoverthedelta.org

- E-mail address: info@discoverthedelta.org



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- **Road Sign Status**

- Sacramento County has installed five signs on county roadways into the Delta region.
- Yolo County has installed three signs on county roadways into the Delta region.
- Solano County has installed one sign on Ryer Island.
- Caltrans approved signs for all state highways traveling through the Delta have been designed and manufactured. Identification and approval of sign locations sites is in progress.
- Contra Costa County and San Joaquin Counties have approved sign installation on county roads. Installation pending.

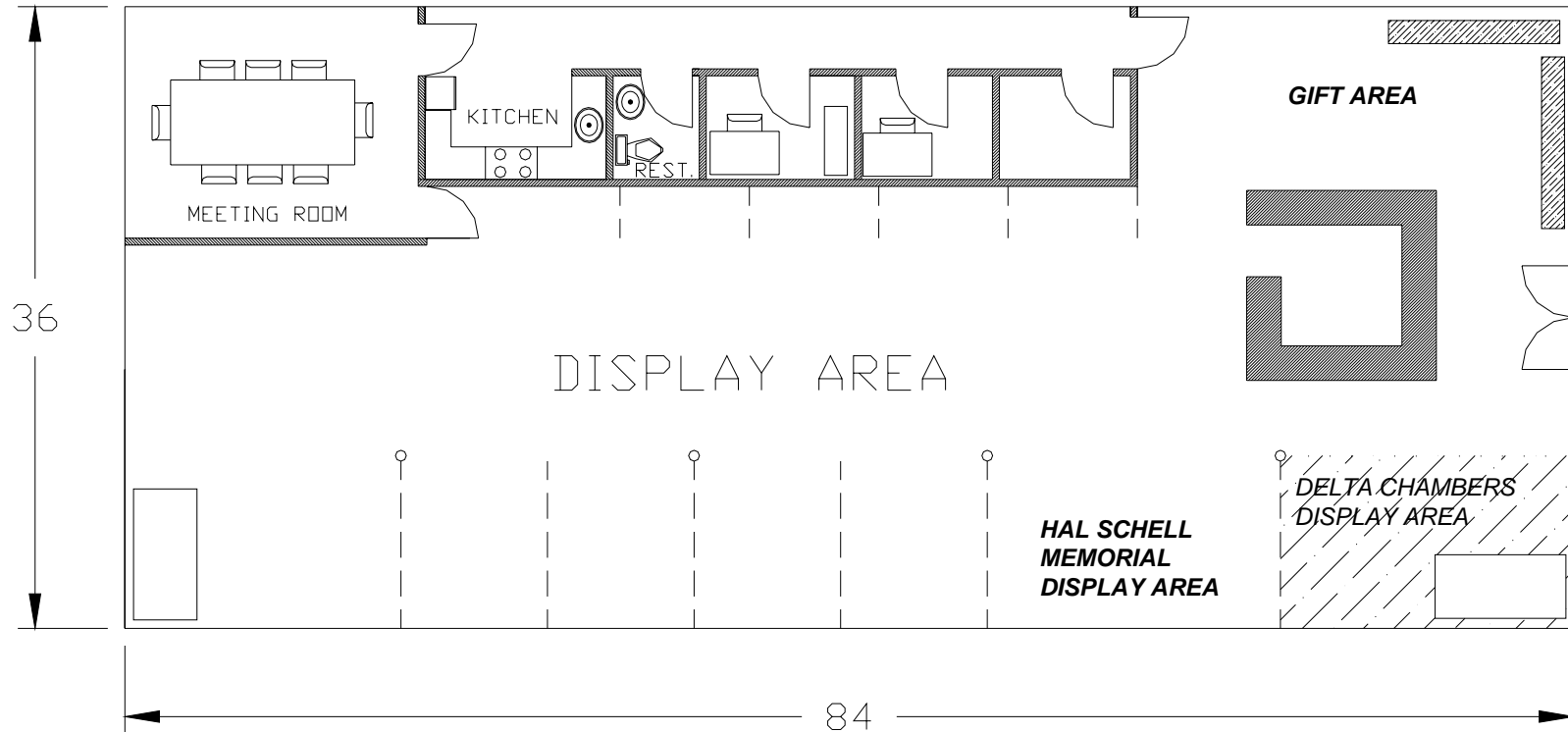


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- Information Center Status
 - Location for center has been chosen at the intersection of Highways 12 & 160 across from the Rio Vista Bridge.
 - The property owner has agreed to long-term relationship with foundation and completion of lease-to-buy agreement for a 2-acre parcel is in progress.
 - Construction bids and in-kind contributions for building structure submitted and under review.



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Displays to Include:

- Boating and Recreation
- Fish and Game Information
- Habitat and Conservation
- Delta Cultural History
- Wine Region and Vineyards
- Farming and Agriculture
- Geologic History
- Levee Development and Flood Control
- Other



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- **Summary Budget (first year of operations)**

- Construction Budget: \$578,804
- Information Center Capital Budget: \$332,740
- Annual Operating Expenses: \$347,882
- Road Sign Installation Program \$65,000

TOTAL: \$1,324,426



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- **Funding Strategies**

- Revenues from grants and general fund allocations from the five Delta counties, public agencies, and other organizations that support the organization's mission.
- Donations of materials and labor from local business for the purposes of constructing the education center and implementing the Delta signage program.
- Revenues from individual contributions with established "membership" levels.
- Revenues received from sponsoring special events related to Delta arts, culture, history, agriculture, and recreation.



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- Financial Support to Date:

- Sacramento County: \$25,000
An additional **\$25,000** approved if matched by other four Delta counties.
- Yolo County: \$15,000
- San Joaquin County: \$6,000
- Solano County: \$6,000
- Delta Loop Association: \$5,000
- Foundation Memberships: \$3,200
- California Delta Chambers: \$2,000
- Hal Schell Memorial Fund: \$3,200
- Sacramento County: \$15,000
(for Cal Trans signs)
- Contra Costa County: pending
- Misc. in-kind contributions: >\$30,000



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- Endorsements to Date
 - *Delta Protection Commission*
 - *Senator Tom Torlakson*
 - *Sacramento, Yolo, San Joaquin, Contra Costa, and Solano County (for signage) Supervisors*
 - *Department of Boating and Waterways*
 - *California Delta Chambers and Visitors Bureau*
 - *Clarksburg Advisory Committee*



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- Foundation Goals for the Next 12 Months
 - Initiate full membership drive with first fundraising event: March 24, 2007
 - Complete Installation of Delta Signs on County and State Roads and Highways: April, 2007.
 - Complete Construction of Information Center: September, 2007
 - Meet fundraising goal of \$1.3M: End of 2007
 - Plan and implement Information Center exhibits, displays, models, etc.: End of 2007
 - Staff and Open Information Center: End of 2007



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- Foundation Long Term Goals and Objectives
 - Longer term projects and activities include eco-tours of the Delta region, living history exhibits, and kiosks at historical or cultural sites.
 - Educational programs that pertain to the foundation's mission.



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- With momentum rolling on the “Discover the Delta” project, now is the time to help establish the Delta’s identity as a key state and county resource and recreational area.

